



2005 Desert Oasis Awards



Through the *Desert Oasis Awards*, we recognize the outstanding achievements and hard work that has occurred throughout the state in providing nutritious meals to children through the Summer Food Service Program (SFSP). These awards allow us the opportunity to recognize creative, successful strategies and share them with other sponsors throughout the State of Arizona. In addition we will be nominating the Desert Oasis Award winners for the National SFSP Sunshine Awards which honors outstanding Summer Food programs throughout the nation. We are accepting applications for the *2005 Desert Oasis Awards* in the following six categories:

- ★ Outstanding Outreach ★
- ★ Magnificent Menus ★
- ★ Greatest Growth ★
- ★ Spectacular Staff ★
- ★ Perfectly Partnered ★
- ★ Best All Around ★

ELIGIBILITY: Any sponsor operating the SFSP is eligible to be nominated for all categories.

SCORING CRITERIA: Narratives are limited to 2 pages, single-sided, 12 point font or larger, and should address all of the questions under the appropriate category. The narratives will be evaluated based on the following criteria:

Innovation (maximum 33 points) Maximum score will be awarded to applicants who use creative measures in their summer feeding operations and in promoting participation in the Program.

Integrity (maximum 33 points) Maximum score will be awarded to applicants who uphold the integrity of the Summer Food Service Program.

Presentation (maximum 34 points) Maximum score will be awarded to applicants that are complete, clear and concise. Narratives must not exceed the 2-page limit.

Total Maximum Score: 100

NARRATIVE CONTENT:

1. **Outstanding Outreach:** This award is presented to an SFSP sponsor that uses creative strategies to promote participation of eligible children in its program. Your narrative should describe your efforts and results in promoting your program, including:
 - Specific steps taken to promote your program and reach eligible children, and their impact;
 - The most effective techniques used in reaching the children;
 - Any challenges or barriers encountered and how they were addressed;
 - Any non-program resources (e.g., monetary contribution, in-kind donations, volunteers, partnerships with other organization) that were utilized in your efforts;
 - How children's participation was sustained over the course of the program, and the outlook for the next year.
2. **Magnificent Menus:** This award is presented to the SFSP sponsor whose menus utilize food in the most nutritional and inventive way. Menu items will be evaluated on the use of nutritional content, color, variety, cultural awareness, and inventive food promotions. Sponsors must send in summer menus along with a narrative highlighting your effective menu planning techniques.
3. **Greatest Growth:** This award is presented to the SFSP sponsor that has had the highest increase in number of participants or sites from the previous year. The increase is measured by a percentage growth rather than a nominal increase. Sponsors must send in proof of participants served during the SFSP program from summer 2005. These numbers will then be compared to the previous year's statistics.
4. **Spectacular Staff:** The nominee(s) of this award can either be an individual or the entire SFSP staff. The nominee should be hard working, creative, dedicated, and committed to upholding the integrity of the SFSP. Please provide examples of how the nominee has exemplified these characteristics.
5. **Perfectly Partnered:** This award will be presented to a sponsor that has partnered with an organization and together have positively impacted a community. The narrative should include the benefits of the partnership, the outstanding outcomes, and how the organizations became partnered. An example of a partnership may include a private non-profit organization and a school district.

6. **Best All Around:** This award is presented to the SFSP sponsor that has met multiple achievements in many areas and has excelled in all aspects of the Summer Food Service Program. The nominated sponsors will be judged on successful outreach, increased growth, number of participants, creative and nutritious menus, and inventive methods of increasing participation. Nominations for sponsors must send in a narrative addressing these issues and a description of your efforts and results in your program.

EVALUATION PROCESS: In an attempt to score each narrative in an unbiased manner, the selection committee will comprise of several ADE employees from various departments.

HOW TO APPLY: Applicants for the 2005 Desert Oasis Awards must complete and submit an entry form for sponsors and a narrative (2 pages, maximum) that addresses the appropriate categories.

NOTIFICATION OF WINNERS: The Arizona Department of Education (ADE) School Health and Nutrition Services will notify award winners shortly after the final selections are made. In addition, selected nominees and category winners will be featured in ADE's "Scoops" publication and will be announced at this year's AzSFSA Annual Conference and Commodity Food Exhibition.